



Deliverable 8.5

UNITA visual identity



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* PU = Public; PP = Restricted to other programme participants (including the Commission Services); RE = Restricted to a group specified by the consortium (including the Commission Services); CO = Confidential, only for members of the consortium (including the Agency Services)

THE UNITA - UNIVERSITAS MONTIUM LOGO

Logo Description and General Standards



The consortium UNITA - Universitas Montium is an alliance of six comprehensive research universities from five countries, with different sizes and trajectories. From west to east: Universidade de Beira Interior (Portugal), Universidad de Zaragoza (Spain), Université de Pau et des Pays de l'Adour (France), Université Savoie Mont Blanc (France), Università di Torino (Italy), and Universitatea de Vest din Timisoara (Romania).

The name UNITA - almost the same as Italian unità (unity) - evokes the strong links and commonalities that bring us together to create a groundbreaking and innovative alliance aiming at a closer integration.

The subtitle Universitas Montium, written in Latin, stresses that UNITA universities all speak Romance languages and are committed to fostering linguistic diversity and to the development of rural and cross-border mountain areas.

As all universities are European, the logo is inscribed in a four sides polygon (as a reference to the square of the European Universities' logo) which is broken below to create a green line that invokes the mountains.

The five-pointed star represents the unequivocal connection to the European Union and its economic and political unity.

The colors used in the logo are blue, yellow, green and red. The blue and yellow colors represent the European Union flag. The green stands for the mountains common to all our universities. The red, used in the motto, is present in all flags of the countries belonging.

The purpose of this Graphic Standards Manual is to set forth guidelines that will assist in applying the UNITA - Universitas Montium Logo to all communications.

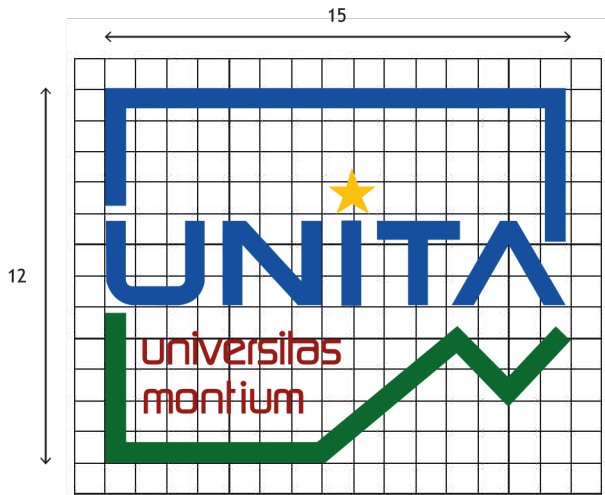
Please refer to this Graphic Standards Manual on an ongoing basis, in order to ensure consistent implementation of UNITA - Universitas Montium's identity.

Particular issues that may arise to specific applications and usage require obtaining approval.

THE UNITA - UNIVERSITAS MONTIUM LOGO

Proportions, Size and Space

The Logo expresses UNITA - Universitas Montium's identity. Construction, proportion and placement are very important in maintaining the integrity of the



PROPORTIONS

UNITA - Universitas Montium Logo proportions:
15 x 12 grid units

NEVER distort the Logo (i.e. never condensate or extend the Logo, or make it bolder or thinner). The Logo must always remain proportional to the original artwork.



SIZE

UNITA - Universitas Montium Logo, should never be reproduced in a size smaller than 15 mm in horizontal length.

Do not use the Logo below these size range.



CLEAR SPACE

For maximum impact and clarity, an area of clear space must be maintained around the UNITA - Universitas Montium Logo.

This clear space provides a protective area surrounding the Logo within which no other graphic elements such as typography, pictures, art or border should be placed.

The clear space must equal 2 times (or more) of thickness of lines of the Logo.

Never allow any other elements within the clear space.

THE UNITA - UNIVERSITAS MONTIUM LOGO

Colors Specifications

COLOR



The UNITA - Universitas Montium Logo may be used in three standard color formats (no other formats are acceptable):

- Color
- Solid Black
- Reversed to white

PANTONE color version





 PANTONE 661 UP	 PANTONE 123 UP
 PANTONE 356 UP	 PANTONE 201 UP

SOLID BLACK



CMYK color version

For 4-color process printing use the following CMYK breakdown:

 C95 M70 Y0 K0	 C0 M25 Y100 K0
 C90 M35 Y100 K25	 C25 M100 Y100 K25

RGB color version


For electronic communications use the following RGB color values:

 R12 G77 B162	 R255 G192 B0
 R0 G102 B0	 R153 G0 B0

REVERSED WHITE



Hexadecimal color version

 #0C4DA2	 #FFC000
 #006600	 #990000

THE UNITA - UNIVERSITAS MONTIUM LOGO

Colors Specifications for Backgrounds

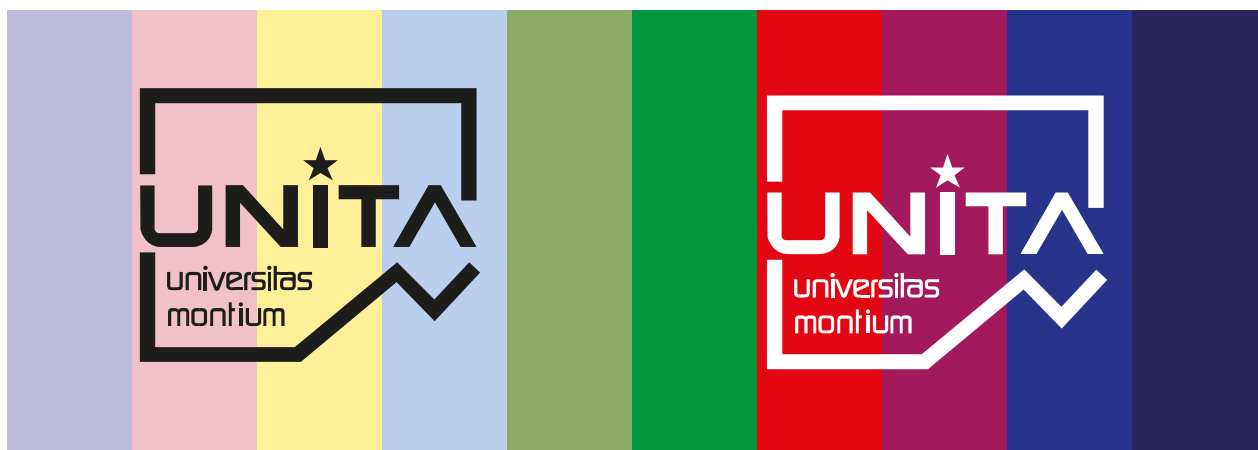
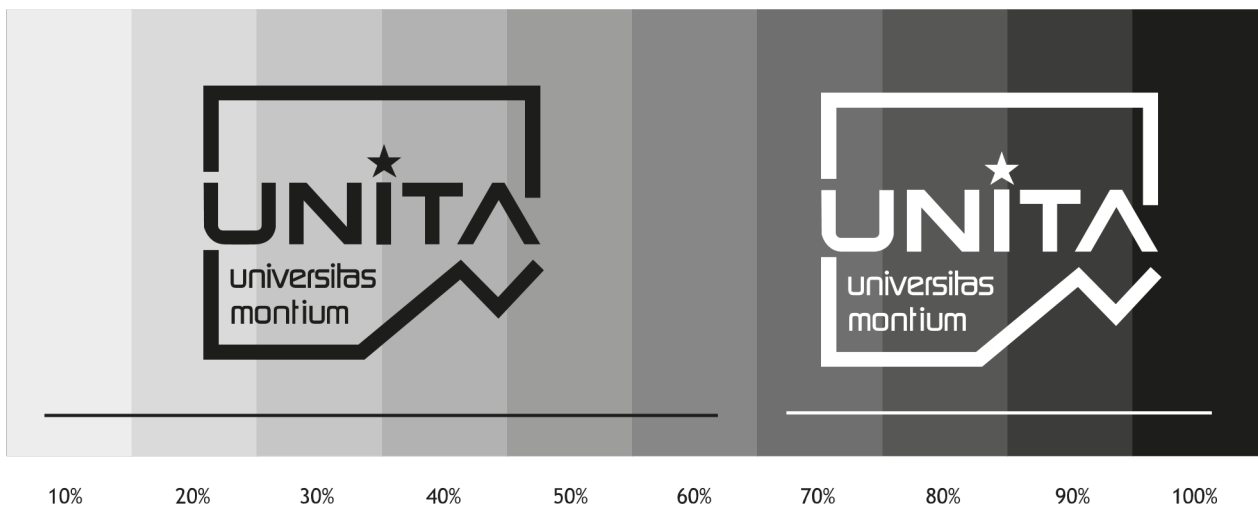


The color Logo is designed to work on a white background or neutral tints lighter than 15% black.

Graphic resources, such as outlines, drop shadows, gradients or others, should not be used.

Do not print the UNITA - Universitas Montium Logo in other colors than its original ones. Instead, print the Logo in black or reverse it to white.

There should be a high degree of contrast between the UNITA - Universitas Montium Logo and its background. In light colored backgrounds the Logo should appear in solid black. In dark colored backgrounds should appear in reversed white.



THE UNITA - UNIVER SIT/ S MONTIUM LOGO

Image Backgrounds

When the Logo is placed over an image it should be placed in a clear space to maximize legibility. If necessary, the Logo can be used in black, or reversed to white, to make it stand out from the background art. If the background is too textured you must add a white box under the Logo comprising at least the size of the Logo plus the clear space defined.

When in doubt, choose the design solution that provides maximum contrast, without disregarding the guidelines from this Manual.



Typeface

Digital Serial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The quick brown fox jumped over the lazy dog.

The typeface of the Logotype is Digital Serial Bold. Digital Serial Bold is a sans serif font, with a modern appearance. This font was invented with the purpose of creating interesting designs, covers, brands and logos.

ATTENTION: This is for informational purposes only, the Logotype should never be re-typeset. You should only use the files provided.

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The quick brown fox jumped over the lazy dog.

Trebuchet MS Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The quick brown fox jumped over the lazy dog.

Trebuchet MS Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The quick brown fox jumped over the lazy dog.

Trebuchet MS Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The quick brown fox jumped over the lazy dog.

Primary Text Typeface

The font recommended to be used as primary text in producing UNITA - Universitas Montium materials is Trebuchet MS, with its styles Regular, Italic, Bold and Bold Italic.

Trebuchet MS is a very legible sans serif font, which makes it the perfect font for readable text.

THE UNITA - UNIVERSITAS MONTIUM LOGO

Incorrect Applications

The impact of any Logo depends on consistent use. Any changes to the shape and color of a Logo reduce its impact and can, over time, defeat the entire purpose of a Logo program.

Here you can find some of the more obvious ways a Logo can be destroyed by incorrect use. Please avoid these and all other changes to the UNITA - Universitas Montium Logo.



- . NEVER modify any of the letter forms
- . NEVER change the relationship between the elements or remove any element from the original Logo artwork
- . NEVER distort the Logo (i.e., never condense or extend, mirror or cut the Logo)
- . NEVER change the proportions of the Logo, it must remain proportionate to the original artwork at all times
- . NEVER reproduce the Logo in an unauthorized color
- . NEVER use graphic resources such as outlines, drop shadows, etc., to increase legibility
- . NEVER surround the Logo with decorative motifs
- . NEVER place text, or other image, on top of the Logo disrespecting the safe space
- . NEVER place the Logo over a non-contrasting background

As a beneficiary of European Union (EU) funding the UNITA consortium must display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.

The European Union emblem (flag) must be used writing "Co-funded by the Erasmus+ programme of the European Union" next to the EU flag.



Co-Funded by
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Stationary

LETTER TEMPLATE



BUSINESS CARD



POWERPOINT TEMPLATE



Promotional Products

Promotional products should convey UNITA identity and reflect the specificities of its mountain areas. The UNITA promotional products must be sustainable and inclusive. Here are presented some examples, that can be used as reference.

NOTEBOOK WITH PEN



FOLDER



USB MEMORY



Promotional Products

SWEATSHIRT



BACKPACK



MUG



T-SHIRT



THERMAL BOTTLE

